

Keep It Simple!

Establishing Realistic Expectations

What does the evidence tell us?

Breastfeeding is NORMAL

**Everything else is a
SOLUTION**

Two Questions...

- **How long will you
breastfeed?**
- **Why have you stopped
breastfeeding?**

How long will you
breastfeed?

- Will not
- Unsure
- Baby decides
- Morning and night only
- 6 weeks
- 12 weeks
- 4-6 months
- 1 year

Why have you stopped
breastfeeding?

- Insufficient milk
- Pain
- Return to work / school
- Baby prefers bottle
- Baby has teeth
- Pregnant
- WIC would give more formula

What does the
research tell us?

- Insufficient milk
 - Perceived insufficient milk is nothing new
 - 1880s – 1920s
 - Reflects a lack of _____

What does the
research tell us?

▪ **Pain**

___ out of 5 mothers report pain.

What does the
research tell us?

▪ **Return to work / school**

___ percent of women with children
under 3 years of age work outside the
home.

What does the
research tell us?

▪ **Baby prefers bottle**

There is ___ evidence for nipple
preference / confusion.

What does the
research tell us?

- **Baby has teeth**

**Babies are unlikely to ____ the ____
that feeds them!**

What does the research
tell us?

- **Pregnant women ____ breastfeed.**
- **Breastfeeding women ____ get
pregnant.**

What does the research
tell us?

- **WIC would give more formula**
**Is WIC part of the problem or part
of the solution?**

“Boise....I think
we have a
problem!”



Establish realistic
expectations....

....based on “normal”
newborn behavior

What is ‘normal’?

- ...according to who?
- ...compared to what?
- ...because ‘they’ said so

**Beware of history
and habit!**

Basic Facts

- All babies poop, pee, eat, sleep, cry, and grow.

Poop and Pee

- How often should my baby poop and pee?
- What should the color and consistency be?

Eat



Feed me, I'm yours!

- How often will my baby breastfeed?
- How long will a feeding last?
- How much breastmilk does my baby take at a feeding?
- When should I introduce solid foods?

Signs of Hunger

Mary Rose Tully

Sleep

Corbis.com

Now I lay me down to sleep

- When will my baby sleep through the night?
- Do I need to wake my baby to breastfeed?
- Can I sleep with my baby?

Cry



How can I stop
the crying?

- Why? – Hungry, fussy, wet or dirty diaper, hot, cold, sick.
- What to do? – Feed, hold, change, unwrap, wrap, call doctor.
- Can't cope? – Keep baby safe!

Grow

- How much weight should my baby lose in the first days of life?
- When should my baby be back to birth weight?
- How much weight should my baby gain in the first weeks/months of life?

Rules / Regulations

- Breastfeeding is seen as too difficult, too time-consuming, too inconvenient, too embarrassing... too too too...
- Known benefits vs. hypothetical risks
 - ♦ e.g. maternal diet, alcohol, nicotine

Rule #1

Feed the baby!

Rule #2

See Rule #1

Neonate vs Infant

- Neonate: birth \Rightarrow 1 month
- Infant: 1 month \Rightarrow 1 year

Essential Ingredients

- Breast \Rightarrow Milk production
- Brain \Rightarrow Milk release
- Baby \Rightarrow Milk transfer

**Location,
Location,
Location!**

What does the
research tell us?

- **Breastfeed early and often**
- **Position baby well**
- **Avoid pacifiers / supplements**
- **Look for signs of milk transfer**
- **Intervene if breastfeeding is ineffective**

...more

- **Educate – C-C-C**
 - **Realistic Expectations**
 - **Anticipatory Guidance r/t Concerns / Contraindications**
 - **Follow-up Care**

Know When to Seek Help

- Inability to maintain latch
- No evidence of milk transfer
- Continued weight loss on day 5
- Weight loss > 7%
- Below birth weight at 2 weeks
- < 3 stools a day/meconium day 4
- Concern r/t appearance / behavior

Your Role In a Nutshell...

- **Seize the Day!**

Ask & Answer Questions

- **Leave no question
unanswered**

Wave the Red Flags

- # of wet / poopy diapers
- # of breastfeedings
- Weight loss / gain
- Signs of milk transfer

Emphasize Importance of VIPs

- A knowledgeable, supportive partner
- A knowledgeable, supportive professional

Practice What You Preach!

Guilt is not an Excuse

- **“Guilt: The gift that keeps on giving.”**



Erma Bombeck

Regret

Guilt

Anger

Culture Counts!

**COMMON
NORMAL**

You can do this!

**I can help.
Tell me how.**
